

Students in Breckinridge Co. ATC satellite IT program partner with Hancock Co. HS journalism students to win video contest



Photo (l to r): IT instructor and SkillsUSA advisor Brad Goodall, Josh Roberts, Mariah Stiles, Garrett Helm, Zach Hagerman, Morgan Miller and Mr. Lloyd Winnecke, Fifth Third vice president.

It all began as an integration project. SkillsUSA students in Brad Goodall's information technology (IT) program collaborated with Hancock Co. HS journalism students to win the Channel 14 and Fifth Third Bank "Through Your Eyes" video competition. For their "Popular Vote" win, students received a \$514 check.

Channel 14, a new regional television station in Evansville, Indiana, and Fifth Third Bank partnered in the video contest by sending letters to local

schools in both Kentucky and Indiana inviting them to participate. The contest description stated that students need to “present the positive experiences of their school.”

When approached by Hancock County High School principal Rick Lasley, Goodall and journalism instructor Meg Johnson decided to emulate their “*Year in Review*” fundraiser project.

The final project was a five minute video that included sports, clubs, daily activities, and an interview with Lasley.

Goodall:

“We felt very good about our approach to this project because of what we already had in place. The journalism department is responsible for taking pictures and video of school events.

“Our KY TECH web design class edits the pictures and videos for our SkillsUSA ‘*Year in Review*’ fundraiser. We then sell the DVD’s to the students. So, the processes were already in place and the integration project turned out to be extremely beneficial for this competition.

“In order to win the “Popular Vote” contest, we needed a massive turnout from students, teachers, and parents to vote on the www.14wfie.com website. Our students rallied and turned it into a school

and community promotional pep rally – one that we will all remember because we are a small community and the Evansville schools are much larger.

“The \$514 award money will be spent for students to take two field trips – one to a local newspaper and one to a local news studio. The remaining funds will be used to purchase blank DVDs for the ‘*Year in Review*’ fundraiser.”

The competition was fierce. Twelve schools competed for two \$514 prizes – “Producers Choice” and “Popular Vote.” New Harmony school in Indiana won the “Producers Choice.”

Goodall is physically located at the Hancock County High School. His information technology program is a satellite under the Breckinridge Co. ATC.



Good News Story #244

By: Fran Dundon

May 19, 2008

Office of Career and Technical Education
Kentucky Education Cabinet

